

Monday, October 21, 1985

Advertising Age

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4A's meet in Monterey

Record attendance at the American Assn. of Advertising Agencies' western region meeting in Monterey, Cal., last week left co-hosts Adrienne Hall (l.), vice-chairman, Eisaman, Johns & Laws, Los Angeles, and Jerry Gibbons, president-ceo, Doyle Dane Bernbach, San Francisco, with plenty to smile about. The convention drew 570 participants. (See story on Page 104.)

Last Minute News

Is SSC&B it for Coca-Cola?

ATLANTA—Coca-Cola Co. is reported to be considering moving its U.S. ad account for its Coca-Cola brand from McCann-Erickson Worldwide to sister Interpublic Group of Cos. agency SSC&B-Lintas, which already handles Diet Coke, Cherry Coke and Tab. While the move could take place "in the spring or the winter," sources indicate, it is not a fait accompli and will depend on McCann's new 1986 campaign developed under the auspices of its new New York creative director, Curvin O'Rielly. A statement issued by Coca-Cola on Oct. 18 and attributed to Ira Herbert, Coca-Cola exec vp, said, in part, "We have encouraged Interpublic to organize their creative process as they see fit to help us take advantage of the tremendous opportunity which we now have with the new Coca-Cola megabrand." A McCann spokesperson said only, "Other Interpublic agencies have been involved in Coca-Cola projects throughout 1985." McCann reportedly asked sister agencies SSC&B and Marschalk to help out with ideas earlier this year (AA, Aug. 12). Sources indicate the work SSC&B has done for the three Coca-Cola brands has impressed company brass. McCann would keep U.S. media buying, as it does with the other brands, but media planning, marketing and creative would shift.

Carbide consolidates accounts at Y&R

DANBURY, CONN.—Union Carbide Corp. reportedly has assigned its \$10 (Continued on Page 8)

Seagram's 7 shops get cut down to 3

By WILLIAM F. GLOEDE

NEW YORK—The House of Seagram, the \$1.45 billion marketer of distilled spirits and other alcoholic beverages, shook up its stable of seven agencies last week as it pulled more than \$50 million in business from four shops, assigning it to three others.

The news came as a shock to the four losers, sources say. The two big winners, however, apparently knew for some time that the shakeup was in the offing.

Ogilvy & Mather and Doyle Dane Bernbach become Seagram's two primary agencies Feb. 1, leaving Warwick Advertising, William

Esty Co., Kenyon & Eckhardt and North Castle Partners, Greenwich, Conn., high and dry. Mingo-Jones Advertising lost Seagram's gin, but gained special market advertising on House of Seagram brands.

Peter Dimsey, exec vp-marketing of the House of Seagram, headed by Edgar Bronfman Jr., said, "This shift in strategy is certainly no reflection on the creative efforts of any of our agencies. It merely reflects our conviction that there will be greater strength in consolidating our accounts at a smaller number of agencies. In particular, we feel that there is considerable synergy to be achieved having all the brands

which share Seagram's name at the same agency."

"It's unbelievable. Absolutely unbelievable," one stunned agency executive said of the decision. As the word circulated Oct. 18, one executive remarked, "Now I know why Edgar [Bronfman] Jr. left yesterday for a two-week tour of the Orient."

Mr. Dimsey added that Seagram believes its previous roster was long compared with the agency lineups of other major advertisers.

The consolidation of its brands at two shops with strong international capabilities seems to fit the company's intent to expand its (Continued on Page 104)

Buyout seen leading to fragmentation

Beatrice sell-off due

By JULIE FRANZ

CHICAGO—Beatrice Cos. stands little chance of surviving a leveraged buyout bid intact, Wall Street sources say.

Active bidder Kohlberg, Kravis, Roberts & Co., backed by financial house Drexel Burnham Lambert, said last week in a letter to the Beatrice board it intends to keep it whole as "a decentralized holding company with its headquarters in Chicago. We have no intention of liquidating or dismembering Beatrice."

But the company's \$4.9 billion price tag and \$2.5 billion debt load have financial observers already speculating on what plums will fall from the Beatrice tree if the company is sold.

Buttressing expectations of a selloff is the investment community's assumption that the forces behind the KKR bid include former Esmark chairman Donald

Kelly and at least three other Esmark executives, including former Swift/Hunt Wesson head Frederick Rentschler, Joel Smilow, former head of Beatrice's International Playtex unit and Roger Briggs, who had been Esmark vice-chairman.

"It's definitely Mr. Kelly behind the buyout, judging by the fact that Kohlberg is involved with making the deal. Mr. Kelly has been very close to Kohlberg, and I'm sure Mr. Rentschler is in there too because [he] hasn't found employment yet," said Ronald Morrow, food-industry analyst with Smith Barney, Harris Upham, New York. Should Mr. Kelly in fact be behind the KKR proposal, it's hard to believe he "doesn't want to unload some operations," Mr. Morrow said. "Don Kelly is not an operating manager. He'll shake out what he doesn't like."

"If Mr. Kelly were involved, he is known for keep- (Continued on Page 108)

Lorillard reviews shops for Kent

By WILLIAM F. GLOEDE

NEW YORK—Lorillard, the tobacco marketing unit of Loew's Corp., quietly has solicited presentations from four agencies for its \$20 million Kent cigaret account and perhaps some other Lorillard business.

Ad spending for Kent broke the \$20 million mark in 1984, but its budget this year has been, much lower.

The agencies involved in the Kent cigaret review are incumbent Foote, Cone & Belding; BBDO; Grey Advertising, and Jordan, Case, Taylor & McGrath, all New York.

Among the four agencies that

are pitching the business, BBDO, a former R.J. Reynolds Tobacco shop, and Grey, a former Lorillard shop, are not handling cigaret business.

Among the Lorillard shops not involved in the Kent review are Dancer Fitzgerald Sample, which handles True and Triumph ciga- rets, and MCA Advertising, which handles Lorillard's flagship Newport as well as Satin and Old Gold smokes. Besides Kent, FCB handles Max 120s. Jordan, Case, Taylor & McGrath has new-product responsibilities.

The agencies have been given "creative exploration" assignments, sources said, and a decision. (Continued on Page 104)

Chase defends MM story

MONTEREY, CAL.—The decision by ABC News to spike a controversial "20/20" report by correspondent Sylvia Chase on Marilyn Monroe was still being debated last week.

Ms. Chase defended her story in a speech to the American Assn. of Advertising Agencies western region convention here amid rumors that CBS and NBC are preparing similar reports on Ms. Monroe.

Officials at those two networks had no comment. But a BBC special delving into allega- (Continued on Page 104)

NEWSPAPER

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AA 220014 CONGLI
FJMF INFO SERVICE
WASHINGTON DC 20014
4520 EAST-WEST HWY #800

HIGHLIGHTS

Beatrice to lose some units? 1

Beatrice Cos. stands little chance of surviving a leveraged buyout bid intact, Wall Street sources say. The company's \$4.9 billion price tag and \$2.5 billion debt load have financial observers already speculating on what plums will fall from the Beatrice tree if the company is sold.

Lorillard hunting for Kent shop 1

Lorillard, the tobacco marketing unit of Loew's Corp., has quietly solicited presentations from at least four agencies for its \$20 million Kent cigaret account and perhaps some other business.

Restaurants look for fast fix 3

Powerless to hike prices in a low-inflation economy and facing a legion of fitness-focused customers, restaurant chains are whipping up new menus and delivery methods to boost sales. Judging from the array of remedies served up at last week's Multi-unit Food Service Operators conference, the industry clearly has liberalized its view of what differentiates a full-service restaurant from a fast-food outlet.

Beer imports up, ad dollars down 6

Look for a continued increase in the number of imported and low or nonalcoholic beer brands entering the market. But the U.S. dollar's increasingly less-favorable position against foreign currencies may mean less consumer advertising spending in support of those entries.

Kodak development threatened 12

A federal court judge's injunction barring Eastman Kodak Co. from marketing or selling its instant cameras and film after Jan. 9 could affect Kodak's industrial and commercial applications.

Subaru takes its own road 14

Subaru of America is trying to hold onto its four-wheel-drive niche, while carving out new ones,



in an increasingly combative U.S. auto industry. Instead of competing across the board, No. 5 Subaru will defend its rural-use, dependable four-wheel-drive image, while seeking narrow, low-volume markets for expansion.

Braniff ad dollars soar 14

Braniff will boost its ad spending to about \$7 million in 1986 from \$4 million this year, stimulated by strong load factors and growing profits. The revived airline already has begun to use tv for the first time and is adding a new round of radio

spots to its pool.

Getting a cable education 40

You can't tune in Cabieshop on your tv set anymore, but you can read about some of the lessons to be learned from the cable infomercial venture.

A follow-up foul-up 48

Running the ad is just the beginning of the marketing effort. Carl Zucker shares an experience he had in 1958 that shows how an ad's power was spoiled by poor follow-up in the marketplace.

No Laugh-In matter 74

Gary Owens, the omnipresent radio-tv commercials spokesman, launched a new phase of his



broadcasting career last month when he joined KKGO (fm), the all-jazz radio outlet, as its 6 a.m.-to-10 a.m. personality.

CATEGORY REVIEW

Coke, Pepsi turn on the juice 3

It's not likely that Coca-Cola and Pepsi-Cola can be squeezed out of any soft-drink category, but the two cola giants will now go head-on against the nation's top three ad spenders in what's shaping up to be the fastest-growing soft-drink segment—juice-added citrus beverages.

INTERNATIONAL

'IHT' to print in U.S. 58

The *International Herald Tribune* will start printing in the U.S. for the first time early next year in a move to boost its global presence. At the same time, the newspaper also will take its first steps in Latin America.

Multinationals discover Portugal 58

The image of Portugal as a tiny nation with sunny beaches, famous port wine and a seafaring history is changing fast now that U.S. multinational marketers are establishing there.

Bank heavies up campaign 58

Serfin, one of Mexico's largest banks, is using female bodybuilders in an unusual new ad campaign to dispel the myth that investments and banking chores are handled primarily by men.

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Vol. 56, No. 82—ADVERTISING AGE (ISSN 0001-8899) is published twice weekly except once a week the first week in January, the first week in July, the fourth week in November and the fourth week in December at 740 Rush Street, Chicago, IL 60611. Second-class postage paid at Chicago and additional mailing offices. Send address changes to ADVERTISING AGE, Circulation Department, 740 Rush Street, Chicago, IL 60611. Microfilm copies are available from University Microfilms, 300 N. Zeeb Rd., Ann Arbor, Mich. 48103. Microfilm copies are available from Bell & Howell, Micro Photo Division, Old Mansfield Rd., Wooster, O. 44691. \$1.25 a copy on Monday, 75¢ a copy on Thursday, \$55 a year, \$100 two years. Add \$143 per year for air delivery to Europe & Middle East. Add \$49 for surface mail to all other foreign countries. WILLIAM STRONG, vp-circulation; ROGER DI GREGORIO, fulfillment director; HEIDI SCHULTZ, senior circulation manager. Four weeks' notice required for change of address. Address all subscription correspondence to circulation department, Advertising Age, 740 Rush St., Chicago, IL 60611 (312) 649-5200.



OTHER NEWS

No part of Time Inc. will be spared from a goal to reduce corporate operating costs next year by \$75 million, or 2.5%. Page 12.

Superpower one-upmanship may stand between the 1986 World Exposition and a rebound from the New Orleans Expo debacle. Page 34.

Ansa Software, a startup from Lotus Development Corp. and Compaq Computer, broke advertising last week for Paradox, its first product. The company will promote its \$695 database management software in a print campaign that unabashedly likens the program to the technological breakthroughs of Henry Ford and Thomas Edison. Page 36.

CAMPAIGNS BREAKING

Hansen's Foods, City of Industry, Cal., will break new ads for its Natural Soda in the western U.S. today. Singer Stevie Wonder is featured in two 30-second tv spots and one 60-second radio spot for the soda. Ketchum Advertising/San Francisco is Hansen's agency (AA, Oct. 7).

ConAgra's Armour Processed Meats today breaks a \$10 million network tv campaign for its five-item lower-salt line. Coupons and in-store sampling, via Bozell & Jacobs, Dallas, also support (AA, Sept. 16).

Xanaro Technologies begins a promotional campaign for the samples of its Ability computer software that will be bound into the November issue of *PC World* (AA, Sept. 2). Ads touting the free samples are scheduled to run in *Barron's*, *Newsweek's* executive edition, *USA Today* and the *Wall Street Journal*. Ronalds-Reynolds, Toronto, handles creative; DFS, New York, handles media buys.

Lorillard Inc., New York, today breaks a major new campaign in national magazines, newspapers and Sunday magazines as well as in outdoor media in support of True Gold, a new, higher-tar extension of its True brand family. Dancer Fitzgerald Sample, New York, handles (AA, Sept. 23).

COMING THURSDAY

Beber Silverstein & Partners is now the largest privately owned, female-controlled ad agency in the nation. With 103 employees and offices in Miami, Washington and New York, it also is far and away the largest agency based in Florida. The agency also has had phenomenal success, climbing to a billings level now around \$65 million and earning a reputation as one of Miami's hottest creative shops.

Healthcare marketing is in its infancy, but the competitive marketplace requires maturity. Special Report will examine the different competitors and the unusual obstacles they face.

Loews' Tisch in control at CBS

By MAURINE CHRISTOPHER

Laurence Tisch, chairman of Loews Corp., New York, billed as a friendly rescuer in a white hat, has succeeded where Turner Broadcasting System chairman Ted Turner, the brusque raider in a black hat, failed. Mr. Tisch's effective control of CBS Inc. may have been achieved without firing a single cross word, in public at least.

Thomas Wyman, the incumbent chairman of CBS Inc. who built up a wall of debt to repel Mr. Turner's run at taking over CBS earlier this year, welcomed Mr. Tisch with open arms after Loews increased its holdings in CBS from 11% to 25%. Whatever Mr. Tisch's reasons for acquiring such a huge chunk of CBS, Mr. Wyman & Co. on the surface have greeted him warmly as

(Continued on Page 108)

Athletes demand logo rights

By ROBERT RAISSMAN

San Diego Padres first baseman Steve Garvey and the National Basketball Assn. Players Assn. are independently preparing to press professional baseball and basketball for rulings on what rights players have to sell parts of their uniforms to advertisers.

The issue surfaced last year when some star baseball players began wearing wristbands carrying McDonald's Corp.'s golden arches logo and has now spread to basketball and could become a major issue in professional hockey as well.

For pro basketball, the question rose during last season's All-Star Game, and reached a

(Continued on Page 106)

West Coast news

Review list trimmed by 'Famous'

Famous Amos Chocolate Chip Cookie Corp., Van Nuys, Cal., has narrowed its search for an agency to handle its \$1.5 million cookie and new ice cream account. Finalists include Eisaman, Johns & Laws; Kenyon & Eckhardt, and Vic Olsen & Partners, all Los Angeles, and Venet Advertising, New York. One or two additional Los Angeles agencies may be named later. Venet handles White Rock Products Corp., East Coast distributor

(Continued on Page 106)

Some reassuring facts about Mexico you may not hear on the news.

After shock

Western Airlines hopes to restore business on its Mexican routes with this newspaper campaign that broke in key U.S. markets last week. Ad campaigns by others tied to the Mexican tourism industry are also in development. (See story on Page 108.)



Interpublic revamps Marschalk network

By STEWART ALTER and LAUREL WENTZ

Interpublic Group of Cos. last week created a new international network to bail out an unsuccessful Marschalk Campbell-Ewald network, and its first move will be to expand in Europe.

The new \$500 million network, called Lowe Marschalk Worldwide, will replace the existing U.S.-based Marschalk Campbell-Ewald network.

Frank Lowe, chairman of Lowe Howard-Spink Campbell-Ewald, a publicly held agency in the U.K., will become chairman of the new network. Lester Delano, president of MCE, will be named chairman of the executive committee.

Besides Messrs. Lowe and Delano, that committee will include Richard O'Connor, chairman-CEO of Campbell-Ewald Co. and of MCE, Tim Bell, LHS CEO and a

former key executive at Saatchi & Saatchi, and Michael Lesser, who remains chairman-CEO of Marschalk as he becomes president of the new network.

"It's a new company," Mr. Lesser said. "It's listed separately on a different stock exchange and it has a different point of view."

Philip Geier Jr., Interpublic chairman, said, "It will give us the ability to do a lot of things Interpublic couldn't do, such as attracting good agencies into the system. A lot of those problems had to do with image and attitude, which we won't have with a U.K.-run agency."

Interpublic holds 30% of Lowe Howard-Spink, but will increase that as part of the deal. The new network will take over six MCE European agencies, one Australian agency and one Canadian agency. All the agencies were 100%-owned (Continued on Page 108)

Restaurateurs seek new growth recipes

By BRIAN MORAN

ORLANDO, FLA.—Powerless to hike prices in a low-inflation economy and facing a growing legion of fitness-focused customers, restaurant chains are whipping up new menus and delivery methods to boost sales.

Judging from the array of remedies served up at last week's Multi-unit Food Service Operators conference here, the industry clearly has liberalized its view of what differentiates a full-service restaurant from a fast-food outlet. Both segments intend to raid each other's concepts in response to changing consumer preferences. As a result, the traditional definition of one's competition is beginning to blur.

"The era of product and price differentiation in this industry is gone forever," said J. Jeffrey Campbell, chairman-CEO of Burger King Corp. "The winners now

will provide the best total dining experience."

In an era of negligible price increases, even the most successful chains can look forward to annual growth of only about 10%—a far cry from the 1970s, when the industry regularly feasted on sales increases of 20% and more.

"Back in the '60s and '70s, price was the real marketing leverage," said Fred Gonzales, senior vp-marketing, Church's Fried Chicken. "All you had to do to increase volume was raise your price. The customer today has become very price-sensitive."

With the proliferation of new concepts and small chains threatening to saturate the restaurant landscape, the hottest strategies to build sales involve faster ways to get the product into consumers' hands. McDonald's Corp. is marching into military bases, hospitals and zoos. Burger King is marshaling a fleet of 20 (Continued on Page 106)

'Uncola' unhappy with Ayer work

Seven-Up kills net tv ads

By GARY LEVIN

Seven-Up Co. has canceled an estimated \$8 million in fourth-quarter network tv buys due to "creative and other marketing considerations" related to the brand's July reassignment from N W Ayer, New York, to Leo Burnett USA, Chicago (AA, July 15).

A spokesman for the St. Louis-based unit of Philip Morris Cos. implied that dissatisfaction with Ayer's creative work—said to have been the primary cause for the agency switch—contributed to the decision to pull the remainder of Seven-Up's 1985 tv schedule, purchased last June in the prime time

upfront market.

Seven-Up said the network tv time would be shifted to its 1986 ad schedule. It was unclear how the company's print and radio ad plans would be affected.

The tv schedule reportedly was canceled, at Seven-Up's insistence, by Ayer shortly after it lost the account. Burnett is not expected to purchase any media domestically for Seven-Up before its first U.S. campaign for the brand breaks in the first quarter of 1986. Burnett has handled international assignments for Seven-Up since 1980. The estimated \$60 million U.S. account includes 7UP, Diet 7UP, Like cola and Sugar-free Like, in

addition to new products.

A source close to the company said the canceled time represented "well less than half" of the estimated \$20 million spent on network tv this year.

Burnett, which officially assumed Seven-Up's U.S. business Oct. 12, has been working for months on new creative work for the soft-drink maker. "The level of activity has been intensive for some time," said an agency source.

Burnett was handed the domestic account—without a review—following what sources called a disagreement between Seven-Up and Ayer over use of the brand's "Uncola" ad theme.

CATEGORY REVIEW: JUICE-BASED SOFT DRINKS

Soft-drink giants squeeze into citrus soda segment

By NANCY GIGES and GARY LEVIN

It's not likely that Coca-Cola and Pepsi-Cola can be squeezed out of any soft-drink category, but the two cola giants will now go head-on against the nation's top three ad spenders in what's shaping up to be the fastest growing soft-drink segment—juice-added citrus beverages.

Encouraged by Pepsi-Cola's introduction last year of Slice lemon/lime with 10% juice, Philip Morris Co.'s Seven-Up Co., Procter & Gamble with its Crush line and R.J. Reynolds Industries, marketer of Sunkist, are all readying lemon/lime and orange entries containing some juice. These three marketing giants have emerged recently as a result of mergers and acquisitions to become the first U.S. advertisers to exceed \$1 billion in ad spending annually.

Royal Crown Cola Co., Rolling Meadows, Ill., also has confirmed it is testing formulations of a with-juice soft drink, but said it has not set plans for introducing the new brand.

Not to be outdone, Coca-Cola and Pepsi-Cola also have new product and geographical expansion plans in the works. Pepsi is especially pleased that its Slice

Citrus-flavored soft-drink shares

Pepsi-Cola's Slice lemon/lime with 10% juice has emerged as a major soft drink in just a year's time. When these shares, which are percentages of the total soft-drink market, were calculated in June/July, the brand was only in 80% of the country. In those markets, it was holding a strong No. 2 position behind only 7UP. The lemon/lime and orange flavor segments account for 17% of the total soft-drink category. Source: Advertising Age.

Brand	Company	Share	Agency
7UP	Philip Morris	7.0	Leo Burnett
Slice	PepsiCo	2.1	J. Walter Thompson
Sprite	Coca-Cola	3.6	Marschalk
Sunkist	R.J. Reynolds	2.0	Footle, Cone & Belding
Crush	Procter & Gamble	under 1	Cunningham & Walsh
Minute Maid	Coca-Cola	(test)	Marschalk

entry is proving to be a formidable challenger to Coca-Cola's Sprite in the lemon/lime segment.

Next week P&G's Crush International, Cincinnati, begins a new ad campaign in Marion, Ill., and surrounding markets in Arkansas, Kentucky, Missouri and Tennessee, to support its test of Crush and diet Crush with 10% juice. The tv and couponing effort, via Cunningham & Walsh, New York, is themed "We turned up the juice, and turned the flavor loose."

Ads feature life-style vignettes of Crush drinkers, accompanied by "upbeat music," and stress the in-

creased-juice content of Orange Crush, diet Orange Crush, Grape Crush and Strawberry Crush. Orange Crush sold in other markets contains 0.1% juice. Grape Crush now contains grape and pear juices, while the strawberry variety contains grape, pear and strawberry. New packaging for all brands includes a pinstripe design.

Ad support for the Crush test has been delayed twice, first by inadequate distribution and then by what P&G described as a "technical glitch" in production of the tv spot. The ads were originally set to (Continued on Page 103)

World News Roundup

LONDON—Pepsi-Cola International is moving \$2 million worth of Middle East business out of J. Walter Thompson Co. and BBDO. Bartle Bogle Hargarty will handle Pepsi and Diet Pepsi, worth more than \$1 million, and Davis Wilkins, a new agency, will handle Miranda, Shani and Teem soft drinks, worth less than \$1 million.

JOHANNESBURG—Bridge Advertising bought back a 33% share in its agency, owned by Venture/BBDO, the new agency created after BBDO pulled out of South Africa last month (AA, Sept. 23).

SYDNEY—D'Arcy Masius Benton & Bowles sold its 15% stake in Mojo, the agency behind the "Paul Hogan" Australian tourism campaign, back to Mojo's principals.

LONDON—J. Walter Thompson Co. won British Telecom's "call stimulation" account. The account is worth over \$10 million. JWT beat out incumbent KMP and Abbott Mead Vickers.

MEXICO CITY—American Motors Corp. gave its \$1.5 million Jeep account to Iconic, which already handles Renault de Mexico, AMC's partner. Previously the account was handled by Publicidad Agosto Elias.

BUENOS AIRES—Nestle picked J. Walter Thompson Co. to handle its instant coffee, mashed potatoes and baby foods accounts, previously with Leo Burnett Co. No budget available.

AMSTERDAM—The Dutch government is proposing to ban radio and tv commercials for all alcoholic beverages as part of a nation- (Continued on Page 58)

Consumer Magazine Ad Linage

Advertising pages for U.S., Canadian and foreign consumer publications

October

	Current month		Year-to-date	
	1985	1984	1985	1984
— Art & antiques —				
American Artist	78.1	102.0	742.5	738.5
Antiques	—	—	—	—
Art in America	—	—	—	—
Southwest Art	154.2	143.3	1,448.3	885.8
Total Group	232.3	245.3	1,590.8	1,624.3
% change		-5.3%		-2.1%

— Auto/cycle/rec. vehicles —				
Autotrek (52K)	1,330.7	1,304.9	2,474.2	2,354.6
Car & Driver	82.1	85.0	1,018.0	923.4
Car Collector & Car Classics	20.8	21.0	187.4	194.5
Car Craft	68.5	74.2	753.9	726.7
Circle Track	40.0	48.2	527.2	471.7
Cycle	34.2	28.3	516.1	452.1
Cycle Guide (11K)	23.3	19.3	399.8	393.5
Cycle World	30.9	28.9	556.4	515.5
Der Rider	26.5	22.6	312.1	260.4
Dune Buggies & Hot VWs	93.2	77.3	938.7	805.9
Family Motor Coaching	137.1	138.7	1,465.3	1,456.9
4 Wheel & Off-Road	91.7	78.0	776.7	723.9
Four Wheeler	91.2	98.8	870.3	794.3
Hot Rod	51.5	72.0	602.8	623.1
Motorcyclist	27.0	22.2	386.8	363.4
Motor Trend	63.1	67.3	751.5	639.2
Motorhome Life	88.5	82.9	959.8	902.8
Rider	33.3	37.8	541.6	578.9
Road & Track	107.2	97.2	996.9	1,016.0
3 Wheeling	69.9	35.3	592.5	213.4
Trailer Life	97.8	107.3	1,218.0	1,240.1
Total Group	2,608.5	2,547.2	16,846.0	15,750.3
% change		+2.4%		+7.0%

— Boating & yachting —				
Boating	113.9	117.1	1,363.5	1,378.9
Chesapeake Bay	56.3	42.0	356.9	294.8
Crusing World	312.3	302.9	1,442.9	1,542.2
Lakeland Boating (10K)	61.5	65.5	591.0	543.3
Motor Boating & Sailing	—	—	—	—
Sail	131.7	162.4	1,326.1	1,423.4
Sea	30.4	47.1	469.0	585.0
Small Boat Journal	—	—	—	—
Trotter Boats	29.4	20.5	345.8	332.6
Western Boatman	43.9	19.0	233.8	121.2
Yachting	151.7	198.3	1,647.9	1,754.7
Total Group	941.1	974.8	7,776.9	7,976.1
% change		-3.5%		-2.5%

— Canadian —				
L'Actualite	102.3	94.5	631.9	651.9
Chateaux	—	—	—	—
English Edition A.	112.3	127.8	895.9	964.3
French Edition A.	86.4	117.2	714.4	824.2
Country Home (8K)	—	—	—	—
Equinox (8K)	—	—	—	—
Financial Post A.	43.9	60.1	320.1	431.2
Flare A.	91.4	70.0	678.7	548.1
Homemaker's (10K)	62.5	62.8	323.5	296.8
Macleans (52K) A.	209.2	236.8	1,212.7	1,233.4
Montreal Calendar	41.0	53.0	287.0	392.0
Montreal Ce Mas C.	46.3	63.0	292.3	425.0
Reader's Digest	—	—	—	—
Canadian-English A.	90.2	91.6	601.3	692.5
Canadian-French A.	69.0	84.9	497.1	613.3
Toronto Life	124.0	158.5	821.3	916.0
Vancouver	86.8	95.2	736.1	707.9
Total Group	1,165.3	1,315.4	8,012.3	8,696.6
% change		-11.4%		-7.9%

— Civic/fraternal —				
American Legion	26.3	24.9	260.0	239.6
Eks (10K)	20.8	25.3	173.7	203.3
Kiwanis	18.8	17.3	152.1	123.1
Lion (10K)	6.0	6.0	52.0	57.8
Rotarian	11.6	15.6	110.6	119.4
V.F.W. (11K)	33.6	25.3	284.2	266.8
Total Group	119.1	114.4	1,032.6	1,010.0
% change		+4.1%		+2.2%

— Comics —				
DC Comics	6.0	7.0	69.5	75.0
Marvel Comics Group	10.0	9.0	73.5	83.5
Total Group	16.0	16.0	143.0	158.5
% change		0.0%		-9.8%

— General —				
American Health (10K)	53.8	44.6	414.9	327.8
American West (8K)	—	—	—	—
The Atlantic A.	43.1	46.0	450.1	440.7
Australian Magazine (8K)	—	—	—	—
St. Appetit A.	121.4	120.1	857.3	837.5
Living Times	43.8	55.5	385.4	445.3
Connoisseur	115.6	81.7	622.0	522.4
Consumers Digest (8K)	20.6	12.3	163.3	89.0
Envy	84.2	103.3	909.7	906.3
Focus	45.5	51.7	330.8	348.8
Food & Wine	57.5	52.6	471.6	366.5
Globe	21.2	16.8	171.3	203.5
Gourmet	—	—	—	—
Home Entertainment	29.3	30.0	164.0	133.6
Home's Magazine A.	23.6	32.8	253.6	240.3
Life	89.6	57.9	622.4	573.9
Modern Maturity	—	—	—	—
Money	131.6	126.7	1,162.9	1,180.4
Moneyworth (4K)	14.2	13.8	51.4	53.8
Moneyworth News (8K)	50.8	54.2	230.0	263.0
Myra Jones (9K)	17.7	17.2	132.1	132.7

	Current month		Year-to-date	
	1985	1984	1985	1984
Natural History	56.1	56.2	416.6	420.6
Prevention	63.3	67.6	601.1	684.4
Psychology Today	—	—	—	—
Reader's Digest A.	95.0	81.8	773.5	763.2
Saturday Evening Post (9K)	35.5	38.3	293.6	304.6
Signature	69.4	66.3	536.2	531.5
Smithsonian	112.1	98.3	882.5	803.7
Success B.	58.7	39.8	310.0	340.1
Sylvia Porter's Personal Finance (8K)	—	—	—	—
Town & Country	182.1	219.7	1,303.1	1,424.0
Travel	59.3	50.1	448.4	434.7
Travel & Leisure	109.8	126.7	1,022.1	1,052.4
Vanity Fair	40.5	38.5	330.3	248.2
Writer's Digest	22.9	25.0	242.4	241.5
Yankee	112.2	103.9	777.5	800.9
Total Group	1,980.4	1,929.4	15,350.1	15,115.3
% change		+3.0%		+2.0%

— Home —				
Americana (8K)	45.1	48.3	182.9	192.9
Architectural Digest A.	159.6	168.1	1,242.9	1,279.1
Better Homes & Gardens	117.7	164.8	1,083.0	1,176.9
Colonial Homes (8K)	—	—	—	—
Country Journal	31.7	38.7	288.5	321.6
Country Living	86.3	83.9	688.4	651.4
Dallas/Ft. Worth	—	—	—	—
Home & Garden	103.8	101.9	799.0	738.4
Family Handyman (10K) A.	71.6	87.6	558.7	646.7
Flower & Garden (8K)	46.6	28.5	205.4	183.6
Home	53.0	54.3	489.5	536.9
The Homeowner (10K)	38.3	28.8	242.1	217.1
House Beautiful	91.9	129.3	823.2	929.8
House & Garden	121.4	132.8	938.8	876.3
Houston Home/Garden	—	—	—	—
Metropolitan Home	80.4	143.0	639.0	706.7
New Shelter (9K)	58.6	47.4	451.8	396.7
1,001 Home Ideas	—	—	—	—
Phoenix Home/Garden	89.8	59.3	659.4	548.5
Rodale's Organic Gardening	51.4	43.8	557.8	629.7
San Diego Home/Garden	76.5	64.2	773.4	725.2
South Florida Home/Garden	46.2	41.1	387.0	—
Southern Accents (8K)	—	—	—	—
Southern Living	158.7	142.4	1,301.4	1,315.9
Southern Living Classics	58.1	—	58.1	—
Sunset Magazine A.	191.0	166.0	1,427.9	1,365.5
Texas Homes	91.5	81.2	801.1	796.6
Workbench (8K)	—	—	—	—
Total Group	1,869.2	1,858.4	15,606.4	15,247.2
% change		+0.6%		+2.4%

— Inflight & other passenger —				
Aboard Group (7) (8K)	—	—	—	—
Alaska Airlines	57.8	63.0	493.0	521.7
American Way (26K)	170.4	118.4	1,177.5	995.5
East/West Network	—	—	—	—
Eastern Review	98.8	116.0	950.4	1,145.6
Northwest Orient	56.3	40.0	420.3	326.6
Orion	57.8	43.5	425.5	451.2
PSA Magazine	105.7	110.0	828.0	1,020.7
Pan Am Clipper	68.2	63.4	591.4	615.2
Republic Scene	63.2	57.2	474.4	589.8
Spirit	136.3	125.0	960.8	959.8
United	127.0	112.7	934.7	1,139.5
Western's World	72.7	63.8	547.4	664.1
Hobby Publications	—	—	—	—
Air Cal	61.8	79.5	495.1	506.5
Delta Sky	87.0	89.3	732.5	752.7
Skyline	23.0	32.0	208.4	202.0
USAir	57.4	65.2	532.2	606.5
Hawaii (8K)	—	—	—	—
Pace	78.3	102.8	706.5	569.1
Spirit of Aloha (8K)	—	—	—	—
TWA Ambassador	61.9	61.7	555.9	584.8
Total Group	1,383.6	1,343.5	11,034.0	11,665.3
% change		+3.0%		-5.3%

— Men's —				
Esquire A.	118.0	135.3	1,024.6	1,014.3
Fieldhouse Magazine (13K)	51.3	94.4	489.1	501.1
Gentlemen's Quarterly A.	209.1	222.1	1,503.4	1,569.5
M Magazine	72.0	88.0	543.7	639.0
Penthouse A.	42.7	50.4	399.6	497.0
Playboy A.	92.1	84.1	723.9	713.3
Total Group	585.2	674.3	4,684.3	4,934.2
% change		-13.2%		+5.1%

— Metropolitan —				
Aloha (8K)	32.3	29.7	165.5	145.9
Atlanta	62.5	71.9	529.3	583.9
Baltimore	80.8	77.7	785.8	620.0
Baron	176.7	166.6	1,529.0	1,408.7
California	85.4	75.9	682.2	644.9
Charlotte (10K)	—	—	—	—
Chicago	172.0	168.5	1,332.8	1,373.2
Chicago's North Shore	105.6	105.4	791.4	844.8
Cincinnati	102.1	73.1	581.2	514.1
Cleveland	92.5	93.3	797.4	764.9
Coast (38K)	274.9	294.9	2,890.4	2,757.7
Columbus Monthly	81.3	91.7	702.4	697.2
Commonwealth	—	—	—	—
Connecticut	110.9	99.1	896.2	820.7
Country Magazine	53.7	50.0	474.5	414.9
D/Magazine	—	—	—	—
Dallas/Ft. Worth	164.2	187.9	1,314.5	1,270.1
Denver	53.0	44.2	337.1	278.8
Grand Rapids	38.3	42.7	315.8	323.5
Guthrie Life (10K)	38.7	33.5	482.1	540.9
Honolulu	—	—	—	—
Houston City	69.3	100.9	684.9	840.5

	Current month		Year-to-date	
	1985	1984	1985	1984
Indianapolis	70.1	51.3	456.0	418.4
Kansas City	41.8	40.9	330.1	335.1
Los Angeles	190.6	190.0	1,757.7	2,020.0
Louisiana Life (8K)	—	—	277.5	367.0
Madison	60.0	45.2	612.6	506.6
Metropolitan Detroit	82.0	71.5	723.5	548.4
Miami Mensual	48.5	41.1	409.1	392.1
Miami/South Florida	104.1	77.6	888.0	837.2
Milwaukee	83.3	63.0	638.4	439.5
Minneapolis/St. Paul	95.2	117.3	954.1	928.5
Monthly Detroit	94.7	73.5	612.2	651.0
New England Monthly	39.7	15.7	308.9	86.8
New Jersey Monthly	76.9	62.6	611.6	543.6
New Mexico	31.5	46.4	363.7	392.0
Ohio	66.1	57.7	689.2	640.0
Oregon	29.8	24.0	331.5	245.2
Orlando	89.7	83.3	991.2	844.8
Palm Beach Life	73.7	80.2	678.6	694.7
Palm Springs Life	83.5	103.5	1,159.1	1,232.9
Philadelphia	164.9	151.9	1,360.7	1,299.6
Phoenix	86.9	103.9	972.1	889.1
Pittsburgh	72.8	63.1	632.0	603.3
San Diego	150.5	165.9	1,541.3	1,484.4
San Francisco	—	—	—	—
San Francisco Focus	—	—	—	—
Texas Monthly	—	—	—	—
Twin Cities	—	—	—	—
Utah	—	—	—	—
Washington Dossier (11K)	—	—	—	—
The Washingtonian	224.4	174.1	1,572.4	1,485.6
The Virginian (8K)	—	—	277.0	183.8
Total Group	3,856.9	3,730.7	34,643.0	33,114.3
% change		+ 3.4%		+ 4.6%

(Continued from Page 93)

October

	Current month		Year-to-date	
	1985	1984	1985	1984
Outdoor Life	77.1	87.0	715.0	777.4
Outside Magazine	49.8	40.0	409.8	371.2
Petersen's Hunting	81.2	69.7	457.5	434.8
The Runner	45.7	66.5	356.5	507.8
Runner's World (13X)	53.6	72.5	394.2	541.7
Salt Water Sportsman	67.6	63.3	730.0	709.4
Sierra	48.3	36.8	184.6	180.2
Ski (8X) A.	121.7	142.4	479.3	523.0
Skiing (7X)	181.2	180.4	586.5	597.5
Skin Diver	71.0	57.6	805.1	754.7
Southern Outdoors (8X)	34.6	34.8	283.9	314.5
Sport	60.2	48.8	437.2	457.0
Sports Afield	101.9	98.3	858.2	874.2
Tennis	48.9	75.0	869.8	902.2
Western Outdoors (10X)	34.9	33.5	392.5	382.5
Total Group	1,925.6	1,971.8	17,561.4	18,376.7
% change		-2.3%		-4.4%

Photography

American Photographer	45.3	46.0	408.8	406.9
Petersen's Photography	30.9	39.8	284.6	328.4
Popular Photography	78.5	98.0	861.2	960.3
Total Group	154.7	183.8	1,554.6	1,695.6
% change		-15.8%		-8.3%

Religious

BBJ Jewish Monthly (10X)	16.5	23.9	177.9	206.5
Christian Herald (11X)	32.8	50.3	287.2	318.8
Christian Life	19.2	38.1	247.5	280.7
Christianity Today (18X)	77.7	115.0	583.3	640.0
Inside (4X)	110.1	98.7	251.6	249.8
Moody Monthly (11X)	72.2	68.0	473.2	465.5
Today's Christian Woman	53.8	44.3	215.2	172.0
Total Group	382.3	438.3	2,235.9	2,333.3
% change		-12.8%		-4.2%

Science/electronic/mechanic

Compute	50.0	81.0	469.1	766.8
Creative Computing	—	—	—	—
Discover	41.4	28.7	328.0	347.8
Family Computing	35.1	—	—	—
Home Mechanix	77.2	96.9	657.6	711.4
Info World (52X)	158.0	192.0	1,269.0	1,732.0
Omni	85.4	89.8	590.1	640.9
Personal Computing	147.1	163.5	1,445.0	1,536.2
Popular Mechanics	110.4	105.1	959.5	943.6
Popular Science	83.5	85.5	645.7	814.8
Science 85 (10X)	27.7	36.6	232.9	271.5
Scientific American	42.2	53.1	441.9	666.0
Spectrum	86.5	128.2	1,031.9	998.7
Total Group	944.5	1,060.4	8,070.7	9,429.7
% change		-10.9%		-14.4%

Women/fashion/service

Cosmopolitan A.	236.3	225.3	1,965.0	2,099.6
Essence	74.0	71.1	721.7	845.1
Family Circle (24X) A.	139.1	232.0	1,471.4	1,478.3
Family Magazine	55.0	51.0	403.1	356.2
Glamour	199.7	210.7	1,791.6	1,815.7
Good Housekeeping A.	175.8	198.9	1,602.6	1,595.7
Harper's Bazaar	168.7	163.5	1,476.4	1,500.0
Health	47.4	42.9	403.1	356.6
Ladies' Home Journal	130.6	124.9	1,092.0	1,009.3
Mademoiselle	129.3	144.2	1,262.1	1,428.4
McCall's	104.7	116.2	910.1	927.0
Military Lifestyle (10X)	49.0	58.0	303.7	366.8
Modern Bride (6X)	163.3	—	1,665.9	1,395.9
Mix	54.5	59.9	473.4	515.8
New Woman	64.2	52.2	540.5	469.1
Parents Magazine A.	111.8	98.1	875.5	759.7
Playgirl	34.3	33.2	345.8	337.8
Readbook	122.3	123.6	925.9	943.4
Self	121.4	120.9	971.1	991.6
Seventeen	116.2	100.4	1,257.2	1,303.2
Shape	55.0	63.0	620.6	593.4
Soap Opera Digest (26X)	23.0	23.5	276.5	280.3
Teen Magazine	40.4	46.0	508.1	550.8
True Story A.	64.4	59.4	490.2	578.0
Vogue	376.7	466.9	2,716.1	2,897.1
W Magazine	140.7	161.0	1,106.0	1,117.8
Weight Watchers	31.3	43.4	282.9	307.8
Woman's Day (16X) A.	116.8	196.4	1,107.8	1,236.5
The Workbasket (10X)	36.2	49.2	341.4	344.0
Working Mother	102.4	95.4	749.7	715.7
Working Woman	127.5	113.3	1,003.6	1,043.1
Total Group	3,412.0	3,564.5	29,660.7	30,159.7
% change		-4.3%		-1.7%

Youth

Boys' Life	12.2	13.0	181.4	162.1
Compass Life (10X)	97.1	86.3	430.1	397.3
Total Group	109.3	99.3	611.5	559.4
% change		+10.1%		+9.3%

September

	Current month		Year-to-date	
	1985	1984	1985	1984
Business				
Arizona Business Gazette (52X)	39.3	29.3	251.4	227.9
Atlanta Business Chronicle (52X)	74.1	44.2	473.5	418.1
Austin Business Journal (52X)	62.0	45.1	522.5	400.8
Baltimore Business Journal	78.4	74.6	580.3	501.0
Barron's (52X)	223.5	190.1	1,676.3	1,663.8
Boston Business Journal (52X)	189.7	96.2	1,263.8	812.8
Business Atlanta	69.2	69.0	597.2	508.7
Business First of Buffalo	77.8	—	588.7	—
Business First of Columbus	76.8	—	580.3	—
Business North Carolina	34.8	35.0	—	—
Business Week (52X) A.	—	—	—	—
California Business	73.3	100.6	676.4	794.8

	Current month		Year-to-date	
	1985	1984	1985	1984
Capitol District Business Review (25X)	51.4	50.5	380.9	410.0
Cincinnati Business Courier	86.1	47.9	264.1	178.0
Corporate Report/Kansas City	36.4	68.7	408.4	546.3
Corporate Report/Minnesota	89.7	90.8	814.6	751.8
Crain's Chicago Bus. (52X)	198.7	146.0	1,392.9	1,155.0
Crain's Cleveland	—	—	—	—
Business (52X)	86.7	75.5	675.7	581.2
Dallas/Ft. Worth Bus. (52X)	71.0	37.0	—	—
Dun's Business Month	45.0	64.0	407.0	558.0
Financial World (24X)	55.9	24.6	369.4	262.3
Florida Trend (13X)	100.0	86.2	808.3	757.7
Forbes (26X)	339.3	302.5	2,435.2	2,470.3
Fortune (26X) A.	195.9	226.4	2,215.5	2,346.8
Frequent Flyer	99.2	58.5	567.6	501.8
Futures (13X)	—	—	—	—
Georgia Trend	46.0	—	106.1	—
Hawaii Business	40.3	57.1	445.0	454.2
High Technology	21.1	28.9	273.8	280.2
Houston Bus. Journal (52X)	216.0	256.0	1,226.6	1,431.8
Inc. Magazine A.	95.2	146.0	804.9	1,061.1
Income Opportunities	57.0	46.4	376.2	371.7
Industry Week (25X) A.	138.7	143.1	796.1	951.8
Indianapolis Bus. Journal (52X)	160.1	121.4	1,105.8	993.2
Kansas City Business Journal	202.1	142.3	1,339.5	1,154.3
Milwaukee Business Journal	136.3	98.6	897.3	705.1
Minnesota Business Journal	51.5	54.7	436.8	449.7
Nation's Business A.	34.1	43.8	293.5	292.5
New England Business (20X)	122.3	112.4	811.2	630.2
New Orleans CityBusiness	81.8	53.3	650.2	560.0
Pacific Business News (52X)	128.2	92.6	995.0	902.8
Philadelphia Business Journal (52X)	191.8	72.4	929.3	730.1
Pittsburgh Business Times (52X)	112.2	63.7	707.3	481.2
San Jose Business Journal	112.8	66.8	963.1	731.0
Savvy	36.6	44.1	253.5	318.9
St. Louis Business Journal (52X)	191.6	130.9	1,303.4	1,201.1
South Florida Business Journal	149.6	64.4	812.4	568.1
Texas Business	73.1	92.3	562.9	568.4
Venture	63.7	95.6	624.9	732.3
Total Group	4,881.5	3,989.3	34,739.8	31,416.8
% change		+22.4%		+10.6%

Newspaper Sunday magazines

Arizona Republic	—	—	—	—
Boston Globe	245.4	223.8	1,722.3	1,622.5
California Living	—	—	—	—
Chicago Tribune	174.0	108.0	1,001.2	644.7
Cleveland Plain Dealer	78.9	66.9	416.5	517.2
Columbus Dispatch	81.7	72.8	434.1	441.8
Denver Post	—	—	—	—
Detroit News	164.0	148.0	1,144.0	1,206.0
L.A. Times Home Magazine	—	—	—	—
Louisville Courier-Journal	—	—	—	—
Miami Herald	52.9	50.2	360.6	462.0
New York News	—	—	—	—
New York Times Magazine	505.6	536.8	3,069.6	3,266.1
Philadelphia Enquirer	—	—	—	—
Seattle Times/-	—	—	—	—
Post Intelligencer	65.0	26.0	402.0	161.0
Toledo Blade Magazine	59.8	65.2	377.3	461.4
Washington Post	157.9	149.8	1,017.1	974.7
Total Group	1,585.2	1,447.5	9,944.7	9,757.4
% change		+9.5%		+1.9%

Weeklies/biweeklies

The Advocate (26X)	98.1	113.9	865.7	1,030.1
Army Times Military Group:				
Air Force Times (52X)	187.0	143.5	1,408.8	1,314.6
Army Times (52X)	181.0	138.4	1,374.4	1,251.1
Navy Times (52X)	190.0	153.1	1,492.4	1,411.5
The Times Magazine	14.2	25.9	100.1	145.3
The Blood-Horse (52X)	261.1	291.1	3,688.8	3,800.8
Copper's Weekly (26X)	48.5	30.3	240.3	236.4
Commonwealth (22X)	7.5	3.3	53.4	53.6
Golf World (43X)	45.8	55.4	706.1	726.9
Grit (52X) A.	24.4	26.0	176.3	210.2
National Journal (50X)	59.0	36.0	423.0	206.0
National Review (25X)	29.8	28.2	207.7	234.3
New Republic (48X)	38.5	27.7	262.8	263.5
New York Magazine (50X)	320.2	311.7	2,084.1	1,976.6
New Yorker (52X)	268.0	344.1	1,943.7	2,353.8
Newsweek (52X) A.	273.7	207.3	1,862.7	1,954.0
People (52X)	337.7	387.3	2,580.2	2,731.4
Rolling Stone (26X)	123.4	106.4	789.5	765.9
Sports Illustrated (52X) A.	76.4	54.2	384.0	438.6
Sports Illustrated (52X) A.	281.5	226.5	1,967.6	2,169.9
Time (52X) A.	242.4	194.1	1,827.6	1,884.0
Travelhost (52X) C.	3,498.5	3,361.0	28,802.5	28,945.0
TV Guide (52X) A.	398.2	460.1	2,628.9	2,696.9
Us Magazine (26X)	52.0	29.2	285.6	337.6
U.S. News & World Report (52X) A.	167.8	121.8	1,203.7	1,169.9
Total Group	3,726.2	3,515.5	28,557.4	29,362.9
% change		+6.0%		-2.7%

Foreign

Business Week Int'l	—	—	—	—
Cosmopolitan en Espanol:				
Central America	1.5	—	10.5	7.0
Colombia	24.0	15.2	120.0	88.5
Ecuador	1.0	—	3.0	3.0
Mexico	47.8	54.5	374.2	372.2
Peru	2.0	4.0	23.0	23.0
Puerto Rico	16.0	28.5	140.8	254.7
U.S. (Spanish language)	18.8	23.8	150.5	170.0
Venezuela	12.8	20.5	194.3	142.0
Cosmopolitan Foreign Editions:				
Australia	79.8	77.2	550.5	502.6
Brazil	—	—	—	—
France	105.4	95.2	820.0	1,084.8
Germany	102.8	94.0	817.5	754.9
Great Britain	135.0	120.0	993.0	965.3
Greece	20.0	30.0	475.4	437.0
Holland	74.0	85.0	546.3	414.0

	Current month		Year-to-date	
	1985	1984	1985	1984
Italy	38.2	65.3	415.6	431.7
Japan	29.7	29.0	296.6	266.7
Good Housekeeping Foreign Editions:				
Australia	40.4	44.1	505.2	292.3
Great Britain	139.5	163.0	1,083.2	1,044.2
Japan	67.5	65.1	360.0	635.1
Geomundo:				
Central America	4.0	8.0	40.5	50.8
Chile	5.0	7.5	43.5	47.8
Colombia	10.0	12.0	76.5	78.5
Ecuador	4.0	5.0	34.0	33.0
Mexico	16.0	10.5	70.5	66.3
Peru	5.0	7.5	41.5	46.8
Puerto Rico	18.0	28.5	140.8	254.7
Venezuela	12.8	20.5	194.3	142.0
Hombre De Mundo:				
Central America	4.5	9.0	31.5	56.0
Chile	4.5	9.0	38.5	55.0
Colombia	19.3	12.5	70.2	86.0
Ecuador	5.5	7.0	34.0	40.0
Mexico	18.5	20.7	96.0	118.2
Peru	3.5	9.0	26.5	53.0
Puerto Rico	13.0	9.0	56.0	76.0
Venezuela	47.0	23.5	177.0	158.5
Ideas Para Su Hogar:				
Central America	—	—	—	1.5
Chile	—	—	—	1.0
Colombia	25.5	29.0	133.2	166.0
Ecuador	5.0	4.0	42.0	45.5
Mexico	12.7	13.0	81.3	76.2
Peru	3.0	6.0	20.0	53.0
Puerto Rico	—	—	10.5	5.0
Venezuela	16.0	25.0	143.8	140.0
International Communications:				
The Middle East	—	—	—	—
International Management:				
Africa	—	—	—	—
Europe	—	—	—	—
Latin America	—	—	—	—
Middle East	—	—	—	—
Pacific	—	—	—	—
Johnston International:				
Alam Atijarat	48.8	79.3	401.2	482.0
Modern Africa (6X)	14.8	36.3	634.0	117.0
Modern Asia (11X)	29.2	49.1	258.4	252.0
Mecanica Popular:				
Argentina	—	3.8	16.3	47.0
Central America	8.2	9.8	82.8	113.0
Chile	3.3	6.2	29.2	55.0
Colombia	15.7	12.5	120.7	123.0
Mexico	18.2	16.3	127.7	112.0
Peru	10.5	13.0	99.5	139.0
Puerto Rico	5.0	13.3	79.3	126.0
Venezuela	11.8	14.8	115.5	145.0
Newsweek International A.:				
Atlantic (52X)	122.7	94.9	717.1	712.0
Latin America (52X)	44.4	23.7	242.1	208.0
Pacific (52X)	81.5	66.8	528.3	558.0
Progreso (9X)	14.2	8.7	85.3	44.0
Reader's Digest:				
Arabic	10.0	12.0	78.5	79.0
Asian	230.0	231.0	1,779.0	1,553.0
Australian	58.0	72.0	485.7	657.0
Belgian-Flemish	66.0	63.5	648.0	672.0
Belgian-French	35.5	32.5	428.0	431.0
British	54.0	57.6	387.0	442.0
Chinese	113.0	123.0	1,058.5	844.0
Danish	45.5	42.0	277.0	270.0
Dutch	51.0	42.0	358.5	319.0
Finnish	35.5	29.0	388.4	339.0
French	28.2	44.3	373.6	395.0
German	50.4	47.8	532.8	569.0
Iberian	1.0	24.5	32.0	148.0
Indian-English	62.0	65.0	794.5	632.0
Indiana-Hindi	10.0	10.0	96.5	45.0
Italian	23.5	25.0	282.0	294.0
Japanese	28.4	32.9	382.3	384.0
Korean	23.0	25.0	216.2	208.0
Latin American:				
Argentina	13.0	26.0	167.5	173.0
Brazil	1.0	1.5	38.0	22.0
Central American	10.0	12.0	74.0	83.0
Chile	10.0	5.0	94.5	97.0
Colombia	33.0	35.0	236.5	264.0
Ecuador	9.0	12.0	76.0	71.0
Mexico	58.3	57.3	411.8	408.0
Peru	12.0	12.0	84.5	80.0
Puerto Rico	5.0	9.5	42.0	49.0
U.P.B.	7.0	10.0	60.5	65.0
U.S. Spanish	13.5	14.5	83.5	83.0
Venezuela	8.5	16.0	89.5	98.0
New Zealand	64.0	98.3	475.5	754.0
Norwegian	14.0	32.8	167.4	287.0
Portugal	42.5	31.0	303.3	321.0
South African	104.0	98.5	798.0	803.0
Swedish	16.5	4.5	135.0	92.0
Swiss-French	23.6	19.7	203.9	216.0
Swiss-German	37.6	25.7	289.0	287.0
The Ring en Espanol:				
Mexico	0.3	0.2	16.5	0.0
Puerto Rico	—	1.0	—	1.0
U.S.	2.0	5.0	42.7	37.0
Venezuela	1.0	2.0	9.0	12.0
Time International:				
Time-Asia	112.6	112.7	727.4	754.0
Time-Atlantic	160.7	130.5	853.6	852.0
Time-Canada	235.1	205.4	1,379.5	1,462.0
Time-Latin America	78.2	75.1	386.2	393.0
Time-South Pacific	148.4	123.1	986.4	964.0
Variedades Continental:				
Central America	19.5	6.8	65.2	54.0
Chile	6.3	2.3	26.0	18.0
Colombia	100.3	93.2	580.8	522.0
Visao (52X)	162.2	376.8	1,085.4	1,576.0
Vision/Latin America (26X) A.	32.2	44.9	222.6	251.0
Total Group	4,010.8	4,310.2	31,114.2	31,694.0
% change		-6.9%		-1.8%

Citrus

(Continued from Page 3)
break Oct. 14 (AA, Oct. 7).

In its recently established Atlanta headquarters, Reynolds' Del Monte Franchise Beverages group has hired a former Coca-Cola hand, Henry Cardello, to fill a newly created vp-marketing slot. Mr. Cardello was director-marketing, cola brands, at Coca-Cola USA until a year ago, when he joined Lotus Development Corp. as marketing director.

He and other members of the Del Monte management team are on a multicity road tour telling bottlers about Diet Sunkist Plus with 10% juice, which will be available in February, as well as a juice-added Sunkist Plus sugar orange option for markets that may see action from Coca-Cola's Minute Maid orange soda, which contains 10% juice.

Although Del Monte has told bottlers it is aiming to push higher the upper age range of its target market with the juice-added products, advertising still has a teenybopper tone. Foote, Cone & Belding, Chicago, is the agency.

Seven-Up Co., St. Louis, which one analyst termed "most vulnerable" to attack on the juice front, also is preparing a juice brand for test-marketing by early next year, a spokesman said. The Philip Morris unit already has done extensive testing of juice formulations and

brand names, though it may decide to use the still-dominant 7UP name in a line extension.

The juice prospect was made more likely with the launch earlier this year of Juice Up, a frozen concentrate for lemonade and limeade, by Seven-Up's citrus products division in Ventura, Cal. Leo Burnett USA, Chicago, earlier this year replaced N W Ayer, New York, on Seven-Up's domestic account.

George Thompson, a Prudential-Bache analyst, questions Philip Morris' commitment to the company if it markets, as expected, a juice-content beverage. "Anyone can introduce a product. Whether they'll give it the ad support it needs just to compete on a marketing basis with Coke and Pepsi is another question," he said.

The juice-added segment was actually conceived by Holland, Mich.-based SquirtCo., which last week introduced to its bottlers a reformulated, vitamin-enriched Diet Squirt Plus. The new product will be available in some markets by Dec. 1, with co-op ad support planned via Beber Silverstein & Partners, Miami.

But Pepsi has reaped the greatest rewards of consumer demand in the juice segment. Introduced into test markets in April, 1984, Pepsi's Slice is now sold in 75% of the country and has exceeded all expectations. Pepsi is hoping that Slice will become so successful that bottlers in the remaining 25% of the country, where Pepsi franchisees also sell 7UP, will drop the lat-

ter for the Pepsi entry. Just last week, Pepsi persuaded Wendy's International to drop Sunkist to take on Slice in its 1,100 company-owned fast-food restaurants.

Pepsi claims Slice is a strong No. 2 in the markets where it is sold, behind only 7UP, putting that brand's share ahead of Sprite, running at a 3.6% national average. For the June/July period, when Slice had distribution in about 60% of the country, its national share in retail outlets was 2.1%.

Especially successful has been the diet version of the brand, which has moved into the No. 1 spot in the diet lemon/lime segment in many areas. Diet 7UP remains the market leader.

During the June/July period, diet Slice accounted for 1.0% of the total Slice share (regular at 1.1%) while Sprite broke down as 2.7% for regular and 0.9% for diet.

Beverage Marketing Assn., a New York-based trade group, says lemon-lime brands accounted for 12.7% of total packaged soft-drink sales in 1984, up from 11.2% of the 1983 total. The packaged lemon/lime segment itself grew nearly 20%, to 986.6 million gals., in the same period.

During the first half of this year, Sprite was showing year-to-year growth of about 25%, due in part to the conversion of McDonald's to Sprite from 7UP. This growth is not reflected in the shares, which measure take-home sales. The growth has slowed somewhat lately, but the brand will finish the year with a strong yearly growth record.

Although the demographics of the heavy juice-added-soft-drink user closely parallel the diet drink consumer, Pepsi has intentionally taken a shotgun approach.

Said John Costello, senior vp-sales and marketing, Pepsi-Cola USA, "It doesn't make sense to restrict ourselves from a demographic standpoint. We are targeting at people who are interested in the benefits of juice in soft drinks."

And those, he said, are "better taste and refreshment." Mr. Costello attributes Slice's campaign, themed "We got the juice" and created by J. Walter Thompson USA, as contributing a great deal to the brand's success.

With a lead in the juice-added lemon/lime segment, Pepsi plans to put mandarin orange Slice into test before yearend.

Meanwhile, rival Coca-Cola is focusing on the orange flavor, planning to roll Minute Maid orange soda into the Southwest from the Washington area. This flavor segment, accounting for about 4% of total soft-drink sales, is led by Sunkist, with 2% of the total soft-drink business, followed by Crush at under 1%.

Coca-Cola is cautious on the juice-added segment as a whole. "We think it is too early to determine whether the juice-added segment is major," said a company spokesman.

Coca-Cola is predictably mum about its plans for Sprite and whether a juice-added line extension is being considered. "That is certainly an option open to us, but we have no plans at this time," the spokesman said. Meanwhile, the company continues to test Fresca with juice in the Boston area.

Positive or not, at least one analyst believes competition among the giants in smaller market segments is the way of the future. Said Emanuel Goldman, analyst, Montgomery Securities, San Francisco, "This is a portent of things to come as giant companies enter relatively small markets via acquisition. Sunkist is not a Winston or Salem or Camel to RJR, but it is part of their business and they can't let their share go. So these large companies will end up doing funny things like getting in an orange-soda war." #

For the Record

R.J. REYNOLDS INDUSTRIES. Winston-Salem, N.C., will dissolve its RJR Development Corp. subsidiary Jan. 1. Since the unit started identifying potential acquisition targets in 1981, RJR has acquired Heublein Inc. (including Kentucky Fried Chicken) and Nabisco Brands.

TELESCAN, a commercial monitoring service, today begins measuring tv flights of 24 advertisers in New York by encoding commercials with a special signal that traces when and where the ad runs. Advertisers, including Nabisco Brands, Quaker Oats, Pepsi-Cola and Ralston Purina, pay a fee of 10¢ each time their ads are monitored. Chicago and Los Angeles will be measured starting next January, Telescan says.

CBS won Week 3 in the fall prime time ratings race, its 17.7 Nielsen ratings average topping NBC's 17.3 and ABC's 15.6.

VIDEOCASSETTE UNIT sales to dealers for the first nine months of 1985 "nearly equal" the total sold last year, said Electronic Industries Assn.'s Consumer Electronics Group, Washington. Nine-month sales rose 57% to 7.5 million sets, and EIA estimates 11.5 million vcrs will be sold by yearend.

AMERICAN AIRLINES. Dallas, targets achievers and society-conscious business executives in a new tv and print ad set to run through December in the 12 largest U.S. markets. The line, "When you're something special, people know it," is added to American's regular theme line "Something special in the air." Bozell & Jacobs/Southwest handles.

COMPLIANCE with federal truth-in-advertising laws by real estate advertisers increased to 90% in 1984 from 70% two years earlier, and compliance by auto advertisers rose to 92%, according to a Federal Trade Commission review.

PARKER PEN CO., Janesville, Wis., has sold its writing instrument group to Schroder Ventures, London, a group of investors lead by Jack Magre, head of Parker Pen-Europe, and Peter Kibble, head of Parker Pen-Asia and Australia, for an undisclosed price. Mitchell Fromstein, Parker's president, will remain in charge of Manpower Inc., the temporary-help subsidiary that now becomes the parent company, operating under that name. No changes in agencies are planned by the company as yet; Marcus Advertising, Cleveland, is Manpower's agency. Ogilvy & Mather's Chicago and London offices handle Parker's estimated \$8 million global account.

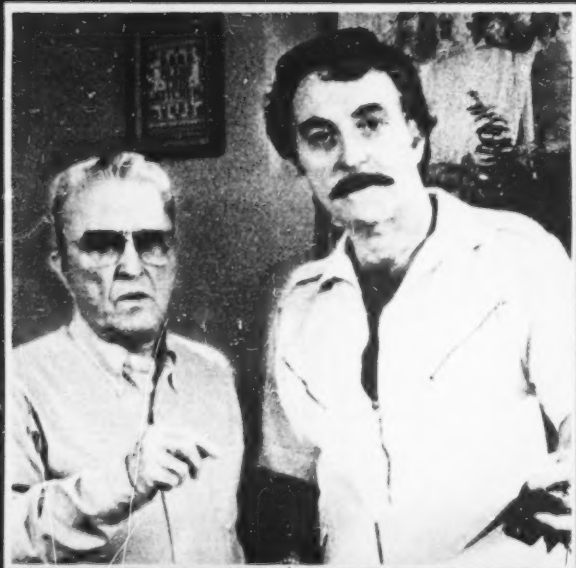
THE NEW YORK TIMES CO. will have the national edition of the *New York Times* printed by the *Atlanta Journal & Constitution* beginning in mid-'86. The paper will be distributed throughout the Southeast except for Florida, where the national edition is printed by the *Lakeland Ledger*, a subsidiary of the Times Co.

K MART CORP., Troy, Mich., will end a two-year test on Dec. 28 by closing Accents, a discount gift and tableware store in Birmingham, Mich., and its adjacent sit-down restaurant, The Annex, because of low profits.

INTERNATIONAL HERALD TRIBUNE, Paris, reports its advertising revenue increased 35%, up \$3.4 million, through the first half of 1985. Circulation, at 164,639, is up 27% since 1980.

ACCOUNT ACTIVITY: Dean Witter Reynolds to Lord, Geller, Federico, Einstein, for its \$10 million retail account, from Doremus & Co., all New York. Northwest Orient Airlines, St. Paul, will hear presentations next month from Fallon McElligott Rice and agency of record Grey Advertising, Minneapolis, for a special project reportedly aimed at business travelers. The new project is expected to bill "somewhat less" than \$10 million; its effect on Grey's \$23 million in Northwest business is uncertain. Bryan Moon, Northwest's vp-advertising, insists the airline is satisfied with Grey's work.

WORTH NOTING: Paul Woolard, president of Revlon's worldwide beauty group, has confirmed industry reports that he will remain with the cosmetics company (AA, Oct. 14). There had been speculation that he might leave if the division is acquired in a leveraged buyout by Adler & Shaykin and Linda Wachner, former Max Factor coo. Charles Weaver, president and chief operating officer of Oakland, Cal.-based Clorox Co., has been named coo, succeeding Calvin Hatch, who continues as chairman. Exec vp John Collins becomes chief operating officer. George Simpson, former communications director for Newsweek, to vp-corporate communications, Simon & Schuster, New York, succeeding Peter Minichiello, now president, George Trescher Associates (AA, Oct. 14). Young & Rubicam/Zemp, St. Petersburg, Fla., has formed an association with Garcia-Serra & Blanco, an Hispanic ad agency in Miami, and separately absorbed Cohn & Wolfe pr agency, with offices in Tampa and Orlando, via a merger. Deutsch, Shea & Evans' Los Angeles office has formed a collateral communications division to be headed by Morris Hertz, former vp-creative director/branch manager of Ogilvy & Mather, Los Angeles' recruitment division. Hearst Corp., New York, has established the Helen Gurley Brown research professorship at Medill School of Journalism, Northwestern University, Evanston, Ill. Ms. Brown celebrates her 20th year as editor of *Cosmopolitan* with a special November issue (AA, July 22). Pacific Southwest Airlines, San Diego, is emphasizing its expanded number of flights between Los Angeles and San Francisco, with a new tv, radio and print campaign reviving the "Catch our smile" theme. Vista, the Coral Gables, Fla.-based English-language Sunday newspaper magazine for Hispanic Americans, has increased its circulation 41%, to 601,000, effective with its Nov. 3 issue. Rayovac Corp., Madison, Wis., is introducing nationally three additions to its Workhorse flashlight line—a AA-size minilight, a 6-volt beam lantern and a fluorescent lamp. Print ads support, via Leber Katz Partners, New York, which handles the estimated \$15 million Rayovac account. Alberto-Culver Co., Melrose Park, Ill., has acquired Victory Beauty Systems, Hillside, Ill., a 38-store professional beauty supply outlet chain under the Bee Discount and Beauty Care Discount Center names in Chicago, Cleveland, Detroit, Milwaukee and St. Louis. Victory will be operated by Alberto's 260-store, wholly owned subsidiary, Sally Beauty Supply Co. Schering-Plough's Plough unit, Memphis, Tenn., is introducing nationally Correctol Natural Grain and Fruit fiber powder laxative, an extension of its tablet and liquid line. Network tv and print will break in mid-November, with more than 96 million coupons distributed through freestanding newspaper inserts. Warwick Advertising, New York, handles.



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